An information providing apparatus for providing added-value information associated with content viewing selection, comprising:

a viewing log information acquiring block for acquiring a viewing log associated with viewing of content by a user;

a content-associated information acquiring block for acquiring information associated with each piece of content included in a viewing log;

an added-information generating block for generating added-information associated with viewing selection of content by a user by aggregating content-associated information for each user; and

a presentation-information transmitting block for transmitting a signal to present added-information to a user.

[Claim 2]

The information providing apparatus according to claim 1, wherein said viewing log information acquiring block acquires, as a viewing log, at least one operation log of viewing, recording, timer-recording setting, voting or evaluation, and purchase executed by the user.

[Claim 3]

The information providing apparatus according to claim 1, wherein said added-information generating block measures an appearance frequency by attribute type of content-associated information aggregated for each user and, on the basis of attribute values high in appearance frequency in attribute types, generates added-information associated with content viewing selection.

[Claim 4]

The information providing apparatus according to claim 1, wherein said viewing log information acquiring block acquires, via a communication route, viewing log information acquired on a device for receiving and/or recording/reproducing content by the user, aggregates acquired viewing log information for each user;

said content-associated information acquiring block searches a content information database storing attribute information of each piece of content to acquire content-associated information; and

said presentation-information transmitting block presents added-information to the user via said communication route.

[Claim 5]

The information providing apparatus according to claim 1, wherein said viewing log information acquiring

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block holds, in a device, viewing log information

acquired on said device for receiving and/or

recording/reproducing content by the user;

said content-associated information acquiring

block acquires content-associated information about each

piece of content included in a viewing log via a

predetermined communication route; and

said added-information creating block creates

added-information in said device.

[Claim 6]

The information providing apparatus according to

claim 1, wherein said presentation-information

transmitting block presents, to the user, an added-

information screen that includes a list of attribute

values high in appearance frequency in each attribute

type.

[Claim 7]

The information providing apparatus according to

claim 6, further comprising:

an input block for accepting an attribute value

specification or selecting operation by the user through

said added-information screen; and

a detail added-value information generating block

for searching, in response to the specification or

selection of an attribute value by the user, for a piece
of content associated with the specified or selected
attribute value to generate detail added-information on
the basis of the obtained piece of content;

wherein said presentation-information
transmitting block presents said detail added-information
to the user.

[Claim 8]

The information providing apparatus according to
claim 7, wherein said detail added-information generating
block searches the viewing log information of the user
for a piece of content associated with the attribute
value and generates detail added-value information
configured by a list of pieces of content including the
viewing log.

[Claim 9]

The information providing apparatus according to
claim 7, wherein said detail added-value information
generating block searches schedule information describing
future content broadcast or distribution schedule for a
piece of content associated with the attribute value and
generates detail added-value information configured by a
list of pieces of content including a broadcast or
distribution schedule time.

[Claim 10]

The information providing apparatus according to any one of claims 8 and 9, wherein a content operation method is presented along with the viewing log on a detail added-value information screen and

said input block accepts the specification or selecting operation of content by the user on the detail added-value information screen to trigger a corresponding operation.

[Claim 11]

An information providing method for providing added-value information associated with content viewing selection, comprising:

a viewing log information acquiring step for acquiring a viewing log associated with viewing of content by a user;

a content associated information acquiring step for acquiring information associated with each piece of content included in a viewing log;

an added-information generating step for generating added-information associated with viewing selection of content by a user by aggregating content-associated information for each user; and

a presentation-information transmitting step for outputting a signal to present added-information to a user.

[Claim 12]

The information providing method according to claim 11, wherein said viewing log information acquiring step acquires, as a viewing log, at least one operation log of viewing, recording, timer-recording setting, voting or evaluation, and purchase executed by the user.

[Claim 13]

The information providing method according to claim 11, wherein said added-information generating step measures an appearance frequency by attribute type of content-associated information aggregated for each user and, on the basis of attribute values high in appearance frequency in attribute types, generates added-information associated with content viewing selection.

[Claim 14]

The information providing method according to claim 11, wherein said viewing log information acquiring step acquires, via a communication route, viewing log information acquired on a device for receiving and/or recording/reproducing content by the user, aggregates acquired viewing log information for each user;

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said content-associated information acquiring step searches a content information database storing attribute information of each piece of content to acquire content-associated information; and

said presentation-information transmitting step presents added-information to the user via said communication route.

[Claim 15]

The information providing method according to claim 11, wherein said viewing log information acquiring step holds, in a device, viewing log information acquired on said device for receiving and/or recording/reproducing content by the user;

said content-associated information acquiring step acquires content-associated information about each piece of content included in a viewing log via a predetermined communication route; and

said added-information creating step creates added-information in said device.

[Claim 16]

The information providing method according to claim 11, wherein said presentation-information transmitting step presents, to the user, an added-information screen that includes a list of attribute

values high in appearance frequency in each attribute

type.

[Claim 17]

    The information providing method according to

claim 16, further comprising:

    an input step for accepting an attribute value

specification or selecting operation by the user through

said added-information screen; and

    a detail added-information generating step for

searching, in response to the specification or selection

of an attribute value by the user, for a piece of content

associated with the specified or selected attribute value

to generate detail added-information on the basis of the

obtained piece of content;

    wherein said presentation-information

transmitting step presents said detail added-information

to the user.

[Claim 18]

    The information providing method according to

claim 17, wherein said detail added-information

generating step searches the viewing log information of

the user for a piece of content associated with the

attribute value and generates detail added-value

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information configured by a list of pieces of content including the viewing log.

[Claim 19]

The information providing method according to claim 17, wherein said detail added-value information generating step searches schedule information describing future content broadcast or distribution schedule for a piece of content associated with the attribute value and generates detail added-value information configured by a list of pieces of content including a broadcast or distribution schedule time.

[Claim 20]

The information providing apparatus according to any one of claims 18 and 19, wherein a content operation method is presented along with the viewing log on a detail added-value information screen and

said input step accepts the specification of operation method or selecting operation of content by the user on the detail added-value information screen to trigger a corresponding operation.

[Claim 21]

A computer program written in a computer-readable form for making a computer system execute processing for

providing added-information associated with content viewing selection, comprising:

a viewing log information acquiring step for acquiring a viewing log associated with viewing of content by a user;

a content associated information acquiring step for acquiring information associated with each piece of content included in a viewing log;

an added-information generating step for generating added-information associated with viewing selection of content by a user by aggregating content-associated information for each user; and

a presentation-information transmitting step for outputting a signal to present added-information to a user.

[Name of Document] Abstract

The present invention is intended to provide viewing selection information in which user preference is made apparent on the basis of a user viewing log, and other added information.

A server searches a content information database for a piece of content viewed for example on the basis of a viewing log obtained from a user by executing

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